

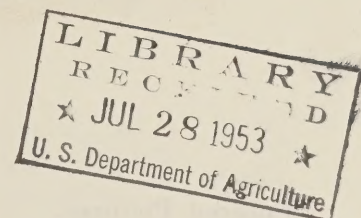
BULBS FOR FALL PLANTING

IMPORTED FROM HOLLAND

SAVE MONEY - - - Buy These

SPECIAL PACK COLLECTIONS

You Save Up to 10%



Especially
designed for those
who have
not offered
Dutch Bulbs
previously.



Save Money
by buying
your bulbs
in these very
special
collections.

Easy to Display — Colorful — Attractive — Profitable

COLLECTION NO. 1

650 Tulips \$20.00
(List price \$21.45)

200 Red, Bartigon
100 Yellow, Golden Harvest
100 Pink, Princess Elizabeth
50 White, White Queen
50 Orange, Dillenburg
50 Deep purple, Queen of the Night
100 Mixed colors, all shades

650 bulbs; cost \$20.00 sell for \$40.00

(Retail for 75c per dozen. Your markup, 50%)

COLLECTION NO. 2

850 Bulbs \$26.50
(List Price \$29.85)

650 Tulips (same assortment as in Coll. No. 1)
100 Daffodils, King Alfred (Retail at \$1 dozen)
100 Crocus, mixed colors (Retail at 60c dozen)

850 Bulbs; cost \$26.50; sell for \$52.80

(Your markup 50%)

COLLECTION NO. 3

1500 Bulbs \$49.00 (List price \$51.60)

1100 Tulips 150 Bartigon, red
150 Pride of Haarlem, cerise
100 Farncombe Sanders, scarlet
100 Princess Elizabeth, pink
100 Clara Butt, salmon pink
150 Golden Harvest, yellow
100 Dillenburg, orange
100 Queen of the Night, deep purple
50 White Queen, white
100 Mixed colors, all shades

200 Crocus 7 to 8 cm., mixed colors (Retail at 60c dozen)
100 Hyacinths 15-16 cm. (Retail at 15c each)
25 Red
25 Pink
25 Blue
25 White

100 Daffodils King Alfred — No. 1 Round (Retail at \$1 dozen)

1500 Bulbs; cost \$49.00; sell for \$100.00. (Your markup 50%)

ALL THE ABOVE BULBS ARE PACKED IN SACKS WITH PICTURES OF THE BLOOM IN COLOR. COLORFUL DISPLAY POSTER FURNISHED WITH EACH ORDER. RESERVE YOUR BULBS NOW FOR SHIPMENT IN SEPTEMBER.

WILLIS NURSERY CO., Ottawa, Kansas

FALL BULBS -- OPEN STOCK

Imported from Holland

DELIVERY: Early September, 1953

Colored Pictures.

Each sack of bulbs has full color pictures of the bloom. No separate pictures are needed for display, so less display space is required. Less danger of mixing of varieties with the separate sacks. The bulbs are packed especially for you in Holland.

Display Poster.

A large, brightly colored display poster is sent with each shipment at no extra cost.

Planting Instructions.

A supply of planting instructions to give to your customers is furnished with each shipment.

How to Order.

Minimum order at these prices — 500 bulbs, alike or assorted. All bulbs are priced f.o.b. Ottawa, Kansas. No extra charges of any kind. Terms to those with established credit; net 30 days.

TULIPS

11 to 12 centimeters, first size, \$3.30 per 100.

Packed 50 bulbs per sack. Please order in multiples of 50 of a variety.

Bartigon, crimson red.

Clara Butt, salmon rosy-pink.

Dillenburg, salmon-orange.

Farncombe Sanders, rose-scarlet.

Golden Harvest, lemon-yellow.

Mixed Colors, all shades.

Pride of Haarlem, cerise.

Pride of Holland, yellow, edged red.

Princess Elizabeth, vivid rosy-pink.

Queen of the Night, velvet maroon-black.

Scotch Lassie, lavender.

White Queen, pure white.

HYACINTHS

Bedding size, 15 to 16 centimeters, \$7.50 per 100.

Packed 25 bulbs per sack. Please order in multiples of 25 of a color.

Your Choice of:

Blue

Pink

Red

White

Yellow

DAFFODILS

No. 1 Round, \$4.50 per 100.

Packed 50 bulbs per sack. Please order in multiples of 50.

King Alfred. Giant Yellow Trumpet. Most popular daffodil.

CROCUS

7 to 8 centimeters, \$2.70 per 100.

Packed 100 bulbs per sack. Please order in multiples of 100.

Mixed Colors. All colors; blue, striped, white, yellow.

Minimum order at these prices 500 bulbs, alike or assorted.

Please order in multiples of bulbs indicated for each group.

WILLIS NURSERY CO., Ottawa, Kansas

ORDER BLANK FOR FALL BULBS

Name _____ Date _____

Street Address _____ City & State _____

Ship Via _____ Shipping Date _____

_____ TULIPS @ \$3.30 per 100

_____ Bartigon	_____ Clara Butt	_____ Dillenburg
_____ Farncombe Sanders	_____ Golden Harvest	_____ Pride of Haarlem
_____ Pride of Holland	_____ Princess Elizabeth	_____ Queen of the Night
_____ White Queen	_____ Mixed Colors	

_____ HYACINTHS @ \$7.50 per 100

_____ Blue	_____ Pink	_____ Red
_____ White	_____ Yellow	

_____ NARCISSUS, King Alfred @ \$4.50 per 100.

_____ CROCUS, Mixed Colors @ \$2.70 per 100.

_____ Collection No. 1, 650 Tulips \$20.00.

_____ Collection No. 2, 850 Bulbs \$26.50.

_____ Collection No. 3, 1500 Bulbs \$49.00.

_____ New Tulip Display Box(es) \$13.50.

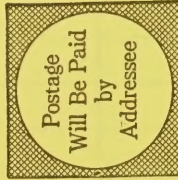
WILLIS NURSERY COMPANY
Ottawa, Kansas

THE WILLIS NURSERY CO.
Your Wholesale Nurserymen
OTTAWA, KANSAS

We Grow:

Evergreens
Shrubs
Shade Trees
Fruit Trees
Hedge Plants
Vines
Grape Vines
Berry Plants
Garden Roots
Roses
Perennials
Bulbs
Lining-Out Stock
Forest Tree Seedlings

**Ask for Descriptions
and Prices**



BUSINESS REPLY ENVELOPE
First Class Permit No. 3, Sec. 34.9, P. L. & R., Ottawa, Kansas

THE WILLIS NURSERY CO.
OTTAWA,

KANSAS

**SOME OF OUR
SPECIALTIES:**

Goldflame Honeysuckle
Globe Locust
Rose Acacia Standards
Moraine Locust
Flowering Quince
Nikko Blue Hydrangea
Silver Lace Vine
Boston Ivy
Tree Wisteria
Flowering Crabs
Japanese Iris
Packaged Nursery Stock

HAVE YOU

Ordered all items needed?
Specified grades and varieties desired?
Given shipping dates?
Stated method of shipment?

Ottawa, Kansas

PHONE 25

DATE _____ 19____

SHIP TO _____

TOWN _____ STATE _____

SHIPPING DATE _____ AMT. ENCLOSED \$ _____

SHIP BY: ☐ EXPRESS ☐ PARCEL POST ☐ RAIL FREIGHT ☐ MOTOR FREIGHT ☐ CALL FOR

**Fold
and Seal**

THIS FLAP IS GUMMED, READY TO SEAL
NO ENVELOPE NECESSARY

Ideal For Cash and Carry

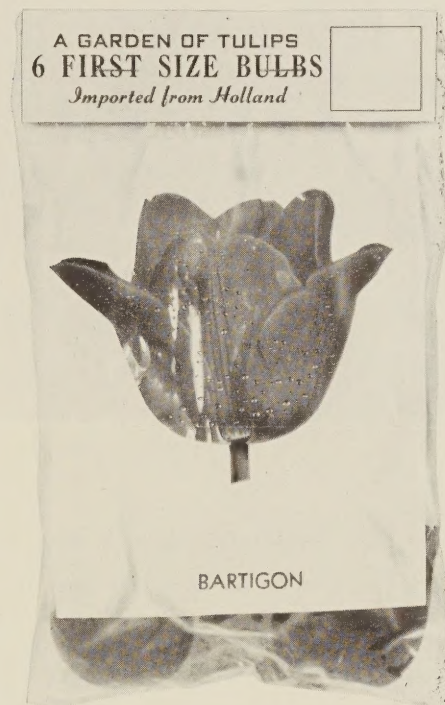
CELLO-PAK TULIPS

in ventilated Cello bags

6 bulbs per bag

BULBS IMPORTED FROM HOLLAND

Large First Size Bulbs Illustrated in full natural color. 6 Best Selling colors and Mixed colors in each case lot. Planting instructions on reverse side of tab. *Shipments* begin September. *Selling Season* September to December. Large brightly colored *display poster*, printed in Holland, furnished at no extra charge with each case lot. Individual packages of 6 bulbs result in larger unit of sale. Easy to display.



Packed 8 dozen (96) packages per case in this assortment:

- 20 Packages, Bright Red (Bartigon)
- 14 Packages, Pure Rose-Pink (Princess Elizabeth)
- 20 Packages, Golden Yellow (Golden Harvest)
- 10 Packages, Snow White (White Queen)
- 10 Packages, Black-Purple (Queen of the Night)
- 10 Packages, Salmon-Orange (Dillenburg)
- 12 Packages, Mixture of All Colors
-
- 96 Packages (6 bulbs per package)
(Sold in case lots only)

Cost Per Case: \$27.00 f.o.b. Ottawa, Kansas.

Sell: \$47.04 to \$56.64 (49c to 59c per pkg.)

Markup: 43% to 53%, based on selling price.

WILLIS NURSERY CO., Ottawa, Kansas

THE EASY WAY TO SELL TULIPS



WILLIS NEW TULIP DISPLAY BOXES

**BULBS IMPORTED
FROM HOLLAND**

This enormously popular box has been entirely redesigned to make it more attractive than ever.

The size of the box has been increased to hold twenty-five dozen (300 bulbs). The price remains proportionally the same — only \$13.50 per box f.o.b. Ottawa.

Holds More Bulbs — More Profit For You
Always a Sell-Out — Don't Delay Ordering

25 Dozen (300) FIRST SIZE DUTCH TULIP BULBS

in 6 most popular varieties:

Bartigon, bright red.
Golden Harvest, yellow.
Princess Elizabeth, pink

Dillenburg, salmon-orange.
The Black Tulip, darkest shade.
White Queen, pure white.

Packed in a strong sunny-yellow display box, beautifully embossed and decorated in bright attention-getting red. Shows up wonderfully in both daylight and artificial light.

COST — \$13.50 per box, f.o.b. Ottawa, Kansas.

SELL — \$25.00 to \$30.00 (10c each or as low as \$1.00 per dozen).

MARKUP — 45% to 55% (based on selling price).

DELIVERY — September.

SELLING SEASON — September to December.

PICTURES — Full color pictures on the box illustrate each variety.

DISPLAY — Just open the box and place on counter.

PLANTING INSTRUCTIONS — Enough for every customer.

REFILLS — Available to Display Box customers at \$4.25 per 100, in multiples of 50 of a variety.

Box 9 $\frac{1}{4}$ " x 6" x 20". Takes only 195 square inches of counter space.

July, 1953

WILLIS NURSERY CO., Ottawa, Kansas